OnePass Privacy Policy

This policy was last updated on 04 November 2026.

The key changes are the additional information on how OnePass is improving your online experience, including Search with OnePass and the OnePass Shopping Assistant (also known as Onesie) which help you find, compare and choose products from selected Participating Brands on the OnePass website, reflecting the rebrand of Sister Club to Pulse Rewards and adding Atomica as a Participating Brand.

At OnePass, your trust is important to us, which is why we keep it simple and straightforward. Depending on what you're interested in, you can read Our Privacy Promise, the Key Messages, or the "Detail".

Our Privacy Promise

Before we get into the details, we want to let you know about our Privacy Promise:

1. Your trust is at the heart of our business. You are at the heart of everything we do. You trust us to do the right thing with your data and we'll do our best to keep it that way.

2. We are clear communicators. We'll keep it simple and straightforward. That way you can be confident about how we handle your data and protect your privacy.

3. Security together. We'll help you protect your data in ways that make sense to you. We have an awesome team and great tech working hard to keep your data safe and secure.

4. Your experience is powered by you. At OnePass we will always use your data responsibly to provide you with the best shopping experiences and offers that make you smile.

The Key Messages

While it would be great if you read the whole Privacy Policy, the key messages we want you to understand are:

- We work with a number of trusted third parties, including:
  - **Participating Brands** – businesses who are participating in the OnePass program and offer benefits to OnePass members. They are currently Kmart, Target, Bunnings Warehouse, Officeworks, Instant Scripts, Priceline and Atomica, who are also our Related Companies (see below). View our Participating Brands here
  - **Partners** – other businesses (such as Flybuys) that we have special arrangements with to feature their products or for them to feature OnePass. View our Partners here
  - **Suppliers and Service Providers** – other third parties that help us operate OnePass or provide OnePass benefits
  - **Related Companies** – other companies within the Wesfarmers Group (such as Wesfarmers, Participating Brands, and other businesses, which you can find here).
- When you join OnePass or shop or engage as a OnePass member or account holder with the Participating Brands and Partners, then those Participating Brands and Partners and us may collect and share your personal information and use it to provide you with offers, marketing and advertising (as well as for other purposes described in The "Detail").
- The types of products, services and offers that may be marketed and advertised to you are those we or they think may be of interest to you, and may include products, services and other offers provided by us, our Related Companies (including Participating Brands), Partners and other trusted partners. The communications and

advertising may be provided by us, Participating Brands or Partners directly, or on third-party platforms (for more information see the “Marketing and personalisation of your experiences” section in The “Detail”).
- You can unsubscribe from our direct marketing in various ways including directly within the communication itself, changing your marketing preference in your OnePass account, or contacting us here.
- You can unsubscribe from direct marketing from Participating Brands and Partners by contacting them directly.
- You can raise a privacy query or make a complaint by contacting us here.

The “Detail”

In this Privacy Policy, 'us' 'we' or 'our' means Wesfarmers One Pass Pty Ltd (ABN 39 650 854 845), the operator of OnePass. Our Privacy Policy sets out how we collect, use, store, and disclose your personal information.

The current version will always be published on our website (onepass.com.au) and so when we change this Privacy Policy, we will update it there and on our apps. If we make any changes to this Privacy Policy that we think are material, we will notify members through our website, app, or email.

In this privacy policy, when we refer to ‘members’ this includes a person who has purchased a OnePass membership and a person who has registered to use OnePass and opened an account. This includes account holders and members as referred to in the OnePass terms and conditions.

What is ‘personal information’

When we refer to ‘personal information’ we mean information, or an opinion, about an individual who is reasonably identifiable, whether the information or opinion is true or not – this is basically how personal information is defined in the Australian Privacy Act.

Personal information you share with us

From time to time, we will ask you to, or you may choose to, provide us with information. If you are, or are applying to open a OnePass account or become a OnePass member, we will need to collect:

- Your name, email address, and mobile phone number
- Your credit card or payment information
- Details of the accounts you hold with the Participating Brands and some Partners.

We may also collect data from you when you interact with us, including:

- When you interact with our emails or direct communications, website or apps (which may be AI enabled), or with us on social media, or with our advertising, including through the use of digital technologies like cookies, tags and pixels (see “Digital service technologies” and “Marketing and personalisation of your experiences” sections below for more information)
- When you interact as a OnePass member with Participating Brands and Partners. This includes when you link your OnePass account to Participating Brands and Partners (such as Flybuys), or you scan your OnePass card, linked Flybuys card at a Participating Brand (excluding InstantScripts, Priceline and Atomica) or linked Pulse Rewards card at Priceline and Atomica
- When you use Search with OnePass or the OnePass Shopping Assistant, including your searches when you input, upload and submit text and images, search results,

browsing and interaction data (see “OnePass Shopping Assistant” section below for more information)
- Any benefits (which may include offers) provided or made available, or that you have asked us about, including information to help deliver those benefits or respond to you
- Information provided to us through customer surveys, when you enter a promotion or when you contact customer support
- Other information provided to us when you interact with us or our Participating Brands or Partners
- Other personal information you provide to enable your dealings with us.

Before you provide us with personal information about someone else you must have their consent to provide it to us.

If you apply for a job or position with us, we may collect information from you, a recruitment consultant, your previous employers, and others who can help us decide whether to offer you employment or engage you.

Sometimes you may be able to deal with us anonymously or by using a pseudonym. If you do, or if you limit the information you provide to us, we may not be able to provide you with the full range of OnePass benefits.

Other personal information we collect about you

As well as collecting personal information from you, we also collect personal information about you from others where you consent or where it is otherwise in accordance with law. We may collect this information from our Participating Brands, Partners, Related Companies, and trusted third parties, including those listed under ‘Personal information that we share’.

This personal information includes:

- Information about your purchases and transaction history from Participating Brands, Partners and trusted third parties
- Interactions with Participating Brands and Partners, including your activity on their websites and apps (such as your searches and browsing, products you view, add to your shopping cart, and purchase), your communications with them (including via AI-enabled services such as chatbots), your interactions with them on social media or with their advertising, location, and device information like device ID, type and IP address. We receive this information from the Participating Brands and Partners and through using cookies, tags, and pixels (see “Digital service technologies” and “Marketing and personalisation of your experiences” sections below for more information)
- Your memberships with, or subscriptions to, our Participating Brands (such as Pulse Rewards at Priceline and Atomica) and Partners (such as Flybuys)
- Information from publicly available sources, social media, advertising and third-party platforms, such as Bing, Google Marketing Platforms, Meta (including Facebook and Instagram), Pinterest, Snapchat, TikTok and Reddit, as well as other data providers where they have your consent to do so or it is otherwise permitted by law. This information may include insights based on your demographics, interests and behaviours, and whether you have similar characteristics to our current or target members
- Your use of OnePass benefits.

Some OnePass benefits and features (such as linking your accounts, using a promotional code, free delivery, 365-day returns, points multipliers, viewing your purchases across Participating Brands, using Search with OnePass or OnePass Shopping Assistant) may

require us to collect (or result in us collecting) your 'sensitive information' from you (for example, search queries or images you provide, search results and how you interact with them) or from other sources like our Participating Brands (such as InstantScripts and Priceline) who we may also share information with. 'Sensitive information' is defined in the Privacy Act and includes information like health information. We only collect sensitive information when you provide consent to the collection, or if the collection is permitted by law.

The personal information we collect may relate to the time before you were a OnePass member, or when Participating Brands or Partners were not part of the OnePass program.

We may also create new information about you or infer information or characteristics through data analytics.

If you are an eligible team member within the Wesfarmers Group, we may collect information about you and share it with other Related Companies to provide you with team member benefits.

Why we collect and handle your personal information

The purposes for which we collect, store, use, and disclose personal information from or about you include to:

- Verify your identity and other processes related to your account and membership
- Operate, administer, and improve the OnePass program
- Provide benefits from OnePass, our Participating Brands, Partners or trusted third parties
- Enable us to provide offers, experiences, and direct marketing that we think may interest you (unless you have opted out of receiving marketing from us), display advertising on or from third-party platforms, and personalise your experience including on our website and apps (see "Marketing and personalisation of your experiences" sections below for more information)
- Assist our Participating Brands, Partners, and Related Companies to provide offers, experiences, and direct marketing that they think may interest you, display advertising on or from third-party platforms, and personalise your experience with them including on their websites and apps (see "Marketing and personalisation of your experiences" sections below for more information)
- Generate the visual output you have requested through the OnePass Shopping Assistant based on the image you have uploaded (see "OnePass Shopping Assistant" section below for more information)
- To enable us and our Participating Brands, Partners, and Related Companies to support better decision making, including about your OnePass experience, and new or existing products, benefits, offers, marketing and recommendations (including through search). This may involve data monitoring, analysis and matching, developing and sharing insights, and building and improving AI models (such as OnePass Shopping Assistant)
- To improve Search with OnePass and our OnePass Shopping Assistant (including training the AI model to improve product discovery and relevance)
- Send service and support messages related to issues and incidents
- Invite you to review OnePass, Participating Brands, and Partners and their products or participate in promotions
- Improve our business, including by recording interactions with you for training purposes, where we have your consent or otherwise comply with applicable laws

- Respond to queries and complaints, and conduct investigations, for example in relation to fraud or data security
- Evaluate and manage corporate business transfers, including transition activities
- Enable us to meet our legal and regulatory requirements, resolve disputes, or protect and defend our rights
- For other purposes where you provided consent.

We may match and combine the personal information we receive from you with personal information we receive about you from Participating Brands, Partners, Related Companies or other trusted third parties to create insights in order for us, Participating Brands, Partners, and Related Companies to use your personal information more effectively.

We may also combine your personal information with the personal information of other individuals. We then use this aggregated information for a range of purposes including to monitor the performance of OnePass and the habits of our members or target members – this helps us understand what is working and what isn't.

Personal information that we share

We may share your personal information for the purposes set out in this Privacy Policy with:

- Participating Brands and Partners as set out in "How Participating Brands and Partners use your personal information" below
- Related Companies for the purposes outlined in "How Related Companies use your personal information" below
- Related Companies and trusted third parties for them to help us operate the OnePass program, provide OnePass or other benefits and undertake communications and advertising (including as outlined in the "Marketing and personalisation of your experience" and the "OnePass Shopping Assistant" sections below). These include:
    - Payment systems operators (such as merchants receiving card payments or payment processors such as Stripe)
    - Services providers and our Related Companies for application and product development and operations (including through AI), technical support, and processing, storing, hosting, and performing data analysis and matching
    - Social media, advertising and third-party platforms, such as Bing, Google Marketing Platforms, Meta (including Facebook and Instagram), Pinterest, Snapchat, TikTok and Reddit to support customer acquisition, engagement and support, and marketing, personalisation and advertising, and service providers that help manage social media presence
    - Our professional advisers, including those that assist with communicating our offers and promotions to you, product development and market research, or provide specialist advice such as lawyers or accountants.

Other third parties we share personal information with may include:

- Your representatives
- Government agencies, regulatory bodies, and law enforcement agencies, or as required or permitted by law
- Parties involved in business transfer transactions (and prospective transactions).

How Participating Brands and Partners use your personal information

Our Participating Brands and Partners may use the personal information we share with them for purposes relating to their operations that are similar to those in the "Why we

collect and handle your personal information" section. These include for the following purposes (as well as the purposes set out in their privacy policies and notices):

- Operating, administering, and improving their participation in the OnePass program and providing benefits from OnePass, our Participating Brands, Partners and trusted third parties
- Marketing, advertising, promotions and events
- Data monitoring, analysis and matching activities, monitoring and analysing trends in customer preferences or transactions and for the improvement, personalisation, operation and maintenance of their websites, apps or other online services
- Developing insights, and allowing them to better personalise their products and services
- Displaying advertising or content (including personalised advertising) that may be about OnePass, Participating Brands, Partners, Related Companies or other trusted partners, on or from third party platforms based on your personal information or preferences (e.g., on social media sites)
- Sending service and support messages and fixing issues and incidents
- Enabling them to meet their legal and regulatory requirements, resolve disputes, or protect and defend their rights
- For the purposes outlined in the "Digital service technologies" and "Marketing and personalisation of your experiences" sections below
- For other purposes where you have provided consent
- For other purposes described in this Privacy Policy.

Participating Brands and Partners may also collect personal information directly from you (and from other sources set out in their privacy policies and notices) and may combine the personal information they receive from us with other personal information they collect from or about you. That combined information may be shared between us and them.

Participating Brands and Partners have their own privacy policies, which are available on their websites, and which explain more about how they handle personal information. Participating Brands and Partners may retain personal information about you after you have stopped being a OnePass Member or after they have stopped being a Participating Brand or Partner unless this is prohibited by law.

How Related Companies use your personal information

As mentioned in this Privacy Policy, we share and combine personal information with our Related Companies to enable us and them to undertake a range of important functions. The personal information that we share and combine with our Related Companies includes:

- Information about your purchases, transaction history, and product and service preferences with OnePass, Participating Brands, Partners, and Related Companies
- Interactions with OnePass, Participating Brands, Partners, and Related Companies, including your activity on their websites and apps (such as your searches and browsing, products you view, add to your shopping cart and purchase, and use of Search with OnePass and the OnePass Shopping Assistant), your communications with them (including via AI-enabled services such as chatbots), your interactions with them on social media or with their advertising and your device information like device ID, type and IP address.

We receive this information from the Participating Brands, Partners, and Related Companies through using cookies, tags, and pixels.

We may use this personal information (and disclose it to our Related Companies) for:

- Marketing, advertising, promotions and events (including the marketing and personalisation activities described below)
- Data monitoring, analysis and matching activities, monitoring and analysing trends in customer preferences or transactions and for the improvement, personalisation, operation and maintenance of our websites, apps or other online services
- Developing aggregated insights about customer preferences and research to better personalise our service offerings, advertising, and offers based on shopping and browsing habits
- Displaying advertising or content (including personalised advertising) that may be about OnePass, Participating Brands, Partners, Related Companies or other third parties, on or from third party platforms based on your personal information or preferences (e.g., on social media sites)
- For the purposes outlined in the "Digital service technologies" and "Marketing and personalisation of your experiences" sections below
- For other purposes where you have provided consent
- For other purposes described in this Privacy Policy.

We may also share your personal information with our Related Companies for them to use for the benefit of their own business in a manner consistent with the purposes outlined above. In some cases, our Related Companies act as our agent or service provider.

Sharing information overseas

Some of our service providers, including data storage and technology service providers, may be located or operate outside of Australia.

Where we share personal information overseas, we take steps to ensure that our service providers are obliged to protect this personal information in accordance with Australian legal requirements and that they are only permitted to use personal information for the purpose for which it is shared.

At times, our service providers may hold your personal information in a number of countries, including Canada, EU member states (including Belgium, Denmark, Finland, Germany, Ireland, Italy, Lithuania, Netherlands), Israel, Japan, Malaysia, the Philippines, Singapore, South Africa, the United Kingdom, and the United States of America.

Marketing and personalisation of your experiences

When you join OnePass, we will send you offers and marketing to you (subject to any applicable consents, account or marketing preferences that you may set, or if limited by law).

Participating Brands and Partners who you subscribed to hear from when you signed up to OnePass or who you shop or engage with as a OnePass member may also send offers, marketing and advertising to you (subject to any applicable consents, account or marketing preferences that you may set, or if limited by law). This includes when you link your OnePass account to them or scan your OnePass card, your linked Flybuys card at a Participating Brand (excluding InstantScripts, Priceline and Atomica) or your linked Pulse Rewards card at Priceline and Atomica.

We may also collect, use and disclose information (including personal information) for marketing and advertising purposes.

This may include collecting your information from, and disclosing your information to, third parties such as:

- our Related Companies;
- Flybuys; and
- platforms (such as social media providers and other digital advertisers).

OnePass and those third parties may use this information to make offers or for direct marketing and targeted advertising activities (subject to any applicable consents, account or marketing preferences that you may set, or if limited by law).

The types of products, services and offers that may be marketed and advertised to you are those we think may be of interest to you, and could include products, services and other offers:

- provided by us directly;
- provided by our Related Companies; or
- from other trusted partners.

The marketing and advertisements you see may be tailored through the creation of audiences based on your use of OnePass or your involvement with Participating Brands, Partners, Related Companies or third parties, or your use of social media and other third-party platforms.

Where we use your personal information to send you direct marketing communications, we will provide you with an opportunity to opt out of receiving such communications (e.g., using the unsubscribe link or opt out details provided in the direct marketing communication, changing your preferences within your OnePass account or contacting OnePass customer support on the details below). If you prefer not to receive personalised in app messaging and content cards, the only way to opt out is to stop using the OnePass app. When you opt-out of direct marketing communications, we may still need to send you important factual messages about the services we provide.

If you want to stop receiving direct marketing from Related Companies or Partners you will need to contact them directly with your request, for example by clicking an unsubscribe link in a marketing email from them.

You may be able to limit personalisation of our website and app, and the advertisements you see (although you will still receive non-personalised ads) by:

- blocking the use of cookies (see the 'Digital service technologies' section below)
- using opt-out functionality provided by industry bodies such as optout.networkadvertising.org, optout.aboutads.info and youradchoices.com/appchoices
- opting out of Google Ads Personalisation: www.google.com/settings/ads
- opting out of Unified ID 2.0 (UID2) Personalisation: www.transparentadvertising.com
- changing your account settings on the third-party site or social media account
- using features provided by your device or browser, such as notification or push settings or incognito browsing.

In addition, our Related Companies and service providers may assist us in sales, analytics and management of our marketing and advertising activities.

Digital service technologies

We may collect information, including device information like device ID, type and IP address, and technical data, metadata, browsing information and location data (where

available), when you use and access our digital services (i.e., websites, apps, or any of our search or chat functionalities such as Search with OnePass and the OnePass Shopping Assistant), including the digital services of our Participating Brands, Partners, Related Companies, and trusted third parties (such as social media platforms and other third-party platforms). This information may include personal information.

Like many website and app operators, we use digital service technologies like cookies (which are small data files transferred onto devices when a website or app is accessed), tags, pixels (which 'tag' devices), or other digital identifiers including those associated with tracking and advertising identifiers across these digital services that help us with a range of functions including to:

- authenticate you
- maintain your browsing session and remember you and your preferences when you return
- monitor how you use our websites and apps, including the parts you visit and actions you take
- combine information with the Participating Brands, Partners, Related Companies, trusted third parties, Suppliers and Service Providers
- provide you with advertising, offers, and experiences that may interest you from OnePass, Participating Brands, Partners, Related Companies, trusted third parties, Suppliers and Service Providers, both on the OnePass website and apps, and when you visit other websites and apps (such as social media and other third-party platforms) (see "Marketing and personalisation of your experiences" section for more information)
- protect the security of our website, apps, and members and manage our network usage
- allow you to interact with social media platforms, for example by 'liking' and sharing our content.

We use cookies to help us collect data, which may include personal information. We will handle that personal information in the ways set out in this Privacy Policy. The cookies we use include 'session' cookies (which are retained only during a current browsing session) and 'persistent' cookies (which are retained by your device or browser between sessions).

Some of the digital service technologies used on our website and apps are created or set for third parties who provide content or services to us. These third parties include, for example:

- social media and online platforms such as Bing, Google Marketing Platforms, Meta (including Facebook and Instagram), Pinterest, Snapchat, TikTok and Reddit, and
- digital marketing services, advertising networks, analytics providers and content providers.

We may use other third-party services in similar ways.

If you are signed into your Google account when you use OnePass, then Google may also combine data from your Google account with data about your use of OnePass, to help identify you to be shown relevant OnePass advertising online, across your devices, and across the internet. For example, you may see advertising for OnePass, Participating Brands, and Partners on other websites and third-party platforms you visit based on the fact that you have visited this website. We use a range of Google services that help us monitor and more effectively display our advertising so that we can provide a better customer experience. Google Analytics helps website owners measure how users interact with website content.

For more information:

- About Google advertising cookies and Google Analytics cookies: www.google.com/policies/technologies/types/
- About how Google uses data when you use sites and apps that use Google technologies: policies.google.com/technologies/partner-sites
- On how to opt out of Google Analytics: tools.google.com/dlpage/gaoptout/

You can change your cookies settings on your web browser to block some cookies but, if you do, our website or app may not work as well for you. See www.allaboutcookies.org for more information on how to change your cookie settings for many common browsers, and to learn more about cookies generally.

OnePass Shopping Assistant

OnePass Shopping Assistant (also known as Onesie) provides a smarter and faster way to discover products from participating brands on the OnePass website or mobile app. Further details on how personal information is collected, used, and disclosed when you engage with the OnePass Shopping Assistant are outlined below:

- Collection: OnePass collects the information you provide the OnePass Shopping Assistant, which includes text and image uploads, and available product information from participating brands. By uploading an image, you confirm you have permission to do so and that it does not include another person without their consent.
- Purpose: We collect the information you provide the OnePass Shopping Assistant to understand your question and identify products that may be relevant to you, and the other reasons similar to those in the "Why we collect and handle your personal information" section.
- Disclosure to Google: To deliver the OnePass Shopping Assistant, OnePass discloses the information collected from you, including text and uploaded images, to its third-party technology partner, Google. Google uses your uploaded images to produce the AI visual features associated with the OnePass Shopping Assistant. Google does not collect or store any biometric data during this experience, nor is your image used for training purposes. Your image is never shared with other Google products, services, or third-party affiliates.

Security

We work hard to keep your personal information safe and secure. This includes building our systems with your privacy and security in mind and implementing a range of security measures including:

- Maintaining an ongoing cyber security program and team
- Controlling access to personal information through access and identity management systems
- Implementing information security, privacy, and confidentiality related policies and processes
- Regularly reviewing our security program and controls to protect your personal information appropriately.

Accessing or correcting your personal information

You can contact us here if you:

- Want to request access to the personal information we hold about you

- Think any personal information we hold about you is inaccurate, out of date, incomplete, irrelevant, or misleading and you want it corrected.

Please select “My Data & Privacy” and follow the prompts. You will need to include your name, contact details, and details of the personal information you want access to or would like corrected. We will then consider your request, and we may need to verify your identity.

You can also contact us using the email address set out in the “Contact us” section below.

Making a complaint

If you wish to make a complaint about how we have handled your personal information, you can contact us here. Please select “My Data & Privacy” and follow the prompts. You will need to include your name, contact details and details of your complaint.

We will respond to your complaint in a reasonable period of time. If you disagree with our response, we will provide you with information about what action you can take, including making a complaint to the Office of the Australian Information Commissioner (whose details are set out below).

Contact us

We have tried to be clear in our Privacy Policy, but if you have any questions about it or our practices please contact us here or use the details below:

OnePass Privacy Officer
Wesfarmers One Pass Pty Ltd
Level 4, 1 Southbank Blvd
Southbank VIC 3006
privacy@onepass.com.au

How to contact the OAIC Office

Office of the Australian Information Commissioner
Website: www.oaic.gov.au
Phone: 1300 363 992